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## Analytical Products and Solutions (CGA) - Sales Training and Workshop (SC-APS-CGA)

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### Kurzbeschreibung

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Sales Training and Workshop

### Ziele

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The participant will learn and practice to be a successful Sales Person for Process CGAs (Continuous Gas Analyzers): Acquire opportunities, work on RFQ, consult the customer, close the sale and support customer.

#### Knowledge

- Identify opportunities
- Customers and applications
- RFQ evaluation, understanding of customer needs and clarification with customer
- CGA in the real world – How to choose the right analyzer
- How to prepare an offer using PIA Portal
- Consult and offer service and spares for installed analyzer base or new installations
- Siemens support and processes for sales work
- Ability to prepare competitive and advanced solutions as well as to discuss individual benefits with customer
- Participant is practiced consulting the customer and using arguments to sell the optimal analyzer.

### Zielgruppe

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New Process Analytics sales personnel from Siemens, designated partners and Solution Partners

### Inhalte

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Introduction into the key technologies of PD PA AP under the following aspects:

- Portfolio
- Product details
- Applications
- Customer benefits & Sales arguments
- Main competitors
- Process toolbox for AP Sales

The workshop includes

- The whole CGA product portfolio is covered: ULTRAMAT, OXYMAT, CALOMAT, FIDAMAT, SIPROCESS GA700, LDS6, SITRANS SL
- In small groups of participants the typical sales work is practiced. Learning by doing.
- Real projects with applications in power, steel, cement, chemical, petrochemical, O&G and others
- Check, verify and discuss customer's specifications and RFQ from technical view. Understand requirements of customer
- Prepare an offer for products and spares with existing tools
- How to find cost effective solutions which fulfil customer needs.
- Consult the customer and discuss with him the benefits of options.

### Teilnahmevoraussetzung

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Basic knowledge of Process Analytics  
PIA Portal, access with prices (if available)

### Hinweise

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none

### Typ

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Präsenztraining

### Dauer

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5 Tage

### Sprache

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